



2 August 2012

ASX ANNOUNCEMENT

Market update

Further to guidance provided on 26 April 2012, the Directors of Saferoads Holdings Limited (**ASX: SRH**) announce that the unaudited management accounts for the financial year ended 30 June 2012 present an after tax loss of \$7.8 million, which includes writedowns of \$5.7 million taken into account in the first half year's result and a further \$0.5 million in the second half result.

This guidance is subject to statutory audit which is currently in progress and will be confirmed when the audited accounts are released to the market.

The business has progressed its detailed review of its operations and has established a platform the Directors believe position the company to turnaround its trading performance in the current financial year. This is being led by the company's founder, Mr Darren Hotchkin, who has now returned fulltime in the capacity of Chief Executive Officer.

Enquiries/Additional Information:

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SAFEROADS HOLDINGS LIMITED

ABN 81 116 668 538

Saferoads is a company listed on the Australian Stock Exchange, specializing in providing road safety solutions. Headquartered in Drouin, Victoria, and with offices across Australia and New Zealand, the company services State Government Departments, local councils and road construction companies with a broad range of products and services designed to direct, protect, inform and illuminate all road users.